

## ORDER



**Orders**  
**Order / Rev:** 63921  
**Alt Order #:** 9836745 /Brad  
**Product Desc:** TOM SMITH 4 SENATE  
**Estimate:** 316  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/05/12 / 10/11/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Smith/R/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	60	\$23,355.00	\$19,851.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$23,355.00	\$19,851.75	0.00
<b>Totals</b>	<b>60</b>	<b>\$23,355.00</b>	<b>\$19,851.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	16%	\$23,355.00
Market	100%	\$145,968.75

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	42%	\$61,306.88
WHTM	28%	\$40,871.25
WLYH	0%	\$0.00
WPMT	14%	\$20,435.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/09/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
N 2	WHP	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/09/12	10/15/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
N 4	WHP	10/09/12	10/15/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 5	WHP	10/09/12	10/15/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 6	WHP	10/09/12	10/15/12		CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00

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 Product Desc: TOM SMITH 4 SENATE  
 Estimate: 316

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p M-F 7p-730p											
N 7	WHP	10/09/12	10/15/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 8	WHP	10/09/12	10/15/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 9	WHP	10/09/12	10/15/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 10	WHP	10/09/12	10/15/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 11	WHP	10/09/12	10/15/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 12	WHP	10/09/12	10/15/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 13	WHP	10/09/12	10/15/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
N 14	WHP	10/09/12	10/15/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S-	1		\$200.00		0.00						
N 15	WHP	10/09/12	10/15/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N 16	WHP	10/09/12	10/15/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N 17	WHP	10/09/12	10/15/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 18	WHP	10/09/12	10/15/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 19	WHP	10/09/12	10/15/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	----F--	2		\$1,000.00		0.00						
N 20	WHP	10/15/12	10/15/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	2	\$140.00	P-2	0.00	NM	2	\$280.00
N 21	WHP	10/09/12	10/15/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N 22	WHP	10/09/12	10/15/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 23	WHP	10/15/12	10/15/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M-----	:30	1	\$65.00	P-4	0.00	NM	1	\$65.00
N 24	WHP	10/09/12	10/15/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
													Totals	60	\$23,355.00